

# INDUSTRY REPORT E-NEWSLETTER 2021 RATES & SPECS

## Audience

Subscribers include decision makers in the Refining, Petrochem, Industrial Construction, Pipelines, Tanks and Terminals, O&G Exploration and Production, Power Generation industries as well as contractors and EPC companies. Circulation is approximately 22,000. Average open rate is 20% per issue.

## Content

Profiles of industry leaders, project updates, news and analysis, guest articles, Hot Jobs, upcoming industry events, and featured resources and video. Mobile-optimized design.

Recent Issues: [www.bicenewsletter.com](http://www.bicenewsletter.com)

## Frequency

Every Tuesday and special editions.  
Ask your account executive for availability.

### Net per issue

Position	Size	1x	6x	12x
#1 Top Banner	600 x 125	\$2,000	\$1,900	\$1,800
#2 Ad Banner	600 x 125	\$1,800	\$1,750	\$1,650
#3 Ad Banner	600 x 125	\$1,300	\$1,250	\$1,200
#4 Ad Banner	600 x 125	\$1,300	\$1,250	\$1,200
#5 Ad Banner	600 x 125	\$1,300	\$1,250	\$1,200
Featured Event or Sponsored Content	Details Below	\$1,800	\$1,750	\$1,650
#1 Native Ad	Details Below	\$5,100	\$4,950	\$4,700
#2 Native Ad	Details Below	\$3,750	\$3,500	\$3,300

## Specs

40k max file size, PDF, PNG, JPEG

Static ads only; dynamic ads may not render properly.

Featured Event: Summary of an upcoming event, up to 50 words, plus full description up to 250 words on BICMagazine.com's events page, and a link to the event's page.

Sponsored Content: Article with headline and up to 50-word description within the one E-Newsletter, plus full description on BICMagazine.com.

Native Ads: #1 (second story) #2 (fourth story). Text, at least 500 words; with link to custom landing page on BICMagazine.com. Landing page with top banner ad and floor ad. Specs: BICNativeAd.com

Advertiser provides all text, ad files and links.

## For more information:

Direct inquiries to your account executive or:  
Jeremy Osterberger, President and COO  
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Materials must be submitted 10 business days prior to scheduled insertion dates. For specifications, contact Heather Cavalier, Digital Art Traffic Controller • [heather@bicalliance.com](mailto:heather@bicalliance.com)



### #1 Top Banner Ad 600 x 125



**Shell's Deer Park, Texas, refinery restarting large crude unit**  
Royal Dutch Shell Plc began restarting the large crude distillation unit (CDU) at its 318,000 barrel-per-day (bpd) Deer Park, Texas, joint-venture refinery, said sources familiar with plant operations. [Read More](#)

#### Native Ad #1

### #2 Ad Banner 600 x 125



**Harvest Midstream completes Ingleside pipeline**  
Harvest Midstream Company has completed the new Ingleside pipeline, a 24-mile, 24-inch oil pipeline that will originate from the Harvest Midway terminal. [Read More](#)

#### Native Ad #2

### #3 Ad Banner 600 x 125



**Ray Rigdon helps fulfill Phillips 66's mission at Alliance Refinery**  
As the general manager of Phillips 66's Alliance Refinery, Ray Rigdon is responsible for the overall operation of the refinery and devotes his time to ensuring the site meets all its business, safety and environmental metrics. [Read More](#)



**Asset performance management with Invista's Ken Stevens**  
Jeremy Osterberger of BIC Alliance and BIC Magazine visits with Ken Stevens, Director of Mechanical Reliability for Invista, to talk about asset performance management and how Invista is transforming how its manufacturing technicians interface with process and assets. [Read More](#)

### #4 Ad Banner 600 x 125



#### Valuable Resources

- **BIC Video:** Roger Guenther discusses the future of Port Houston
- **BIC Website:** New Products and Services
- **Upcoming Webinar:** Conco's mechanical heat exchanger tube cleaning with wet and dry applications
- **BIC Podcast:** Best practices for creating a drone program

### #5 Ad Banner 600 x 125

#### Featured Event or Sponsored Content

#### Upcoming Industry Events

- ABC Greater Houston Membership Breakfast - July 26, Houston, TX
- 11th Petrochem & Refinery Shutdowns and Turnarounds - July 30-August 1, Austin, TX
- SMRP Houston Chapter MaRS 2019 - August 7-9, Galveston, TX